

RAY LEWIS
EDITOR AND
PUBLISHER
HERMANT BLDG.
21 Dundas Square
T O R O N T O

CANADIAN MOVING PICTURE

Digest

FORTIETH YEAR OF

PUBLICATION 1915-54

Published by CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

VOL. 46, NO. 11

TORONTO, ONTARIO, CANADA

MARCH 13, 1954

"Money Is No Object"

As we approach the seventeenth of March, we are reminded of St. Patrick, who, despite the belief of many people, not one of these Irish or Scotch, have an idea, that St. Patrick is related to Santa Claus, born in the Cradle of Fiction.

It happens, that St. Patrick was not a child of Superstition, nor the child of the pen of a writer, he was a real person, for being fond of St. Patrick, for several reasons, I was interested in finding out as much as I could about him, although he has never appeared related to motion pictures.

It has been said, that "the cobbler should stick to his last," meaning, that The Digest should stick to talking about motion pictures, and not indulge in the many wanderings away from this topic, such wanderings of which The Digest pleads guilty, and an inclination.

It is the opinion of The Digest, that no one can talk, or write intelligently on any one subject, unless they are possessed of some knowledge of other subjects.

This is particularly true of the Motion Picture Industry, which is made up of so many ideas, forms, activities, which talks in so many different languages, which operates in so many different countries, and the product, of which Industry, is produced in so many countries, that a one-track mind, will generally run off the track.

Native product takes on the thoughts, the ideals, the superstitions, the loves and the passions of each respective country in which such product is produced. These pictures reflect the pulse of the time, the pulse of the people, and their various mood. They even reflect the mood of the climate.

In countries, where the people are spy-conscious, or the objective is to make them more spy-conscious, we have screen stories with spy-themes.

This atomic-conscious age, has given us screen-stories with themes based on the properties of the Atomic Bomb, and our quest for Supremacy of the Air, or Mastery of Space, the flying saucers have given us stories, with themes based on

such similar subjects.

We have as much interest in St. Patrick, since the Seventeenth of March is a holiday in many countries, celebrated and observed by millions of people, as we have in flying saucers, which latter, only in the last few months, have been acknowledged as really existing.

St. Patrick has a history dating back over a thousand years, and while we should take all objections, to anything, in the right spirit, take them always "with a grain of salt", because salt is the symbol of incorruptibility and immortality, and gives a flavor to clear thinking.

Therefore, if The Digest wanders away from commenting on motion picture activities, and talks on various subjects, which appear outside the boundaries of a Motion Picture Trade Paper, or even indulges in topics of religion, or takes a flight into being poetical, it is because the editor of The Digest believes, that all of these things are of us, since we are men and women, and we are of this world. Aside from these points, I like to enjoy my work.

I cannot, at this time, pass over the pictures which were recently produced in our daily press, of Flying Saucers, and the story that flying saucers might be from other planets. How unlike is this story to the former ones, when the whole press "ganged up" on the public, endeavoring to make those, who stated that they saw flying saucers, appear to be the victims of a hysterical imagination, or optical illusion.

The motion picture, "They Came From Outer Space," was ahead of the recent published stories on flying saucers.

Our research, on atomic energy, is said to have aroused the inhabitants of other planets for fear we blow ourselves up, and the earth planet, our foolish and destructive action upsetting the laws of gravitation of the solar system, which will affect other planets.

Having acknowledged the existence of flying saucers, it is now reported, that their speed is so great, our fastest flying planes cannot reach them, nor can we compete with the flexibility of the manipulation of the flying saucers, nor

discover how they fly.

Would it not be something if someone discovered, that the moon is really a centre for manufacture of green cheese, and this is the first source of penicillin.

You have, that is some of you, have been reading the series of articles in The Toronto Daily Star, Dr. Lelord Kordel, Eat and Grow Younger.

Did you notice what was said about cheese, and did you know, that cheese, was such a powerful protein? As for honey, it is no longer necessary to capture a monkey for his youth-giving glands, to keep active and young, eat honey, blossom honey, brown honey, and you will become a honey of a showman, because honey gives you everything your body and brain, your blood requires to keep you, "clean and willing."

Now where was I, when I delved into, Eat and Grow Younger? I remember, I was on the subject of the flying saucers, the Moon, green cheese and penicillin.

Just previous to such comments, I was discussing the peregrinations of the editor of The Digest, concerning the subjects presented, but such travelling to "fields afar" does not make The Digest less conversant with motion pictures, than painting landscapes makes Sir Winston Churchill, Prime Minister of England, less of a statesman, nor Einstein, who plays the violin, less of a scientist, nor will the world-famous surgeon, Dr. Wilfred Penfield of Montreal, whose book, No Other Gods, dealing with Abram of Ur, in Chaldea, before he became Abraham, make the noted surgeon's medical fame less sparkling.

Having now well-paved the road, for what I am about to tell you, this is it. I have written the words to a song, the title of which is "My Darlin." The song is in honor of St. Patrick, and had I had time to concentrate on the music, I would have written the music, also. But no music theme came to me, as music has come in the past, and as the Seventeenth of March was drawing closer and closer, I decided to publish the words, and have The Digest offer a prize of \$50.00 for suitable music.

(Continued on Page 6)

AL TROYER, ASS'T. SEC'Y., FAMOUS PLAYERS CANADIAN CORPORATION LTD., AND TEAM CAPTAIN OF THE THEATRE GROUP TORONTO AREA RED CROSS CAMPAIGN, ANNOUNCES ANNUAL APPEAL NOW UNDERWAY. CONTRIBUTIONS TO BE FORWARDED TO MR. TROYER, 1200 ROYAL BANK BLDG.

FOR
THIS . . .

EASTER

S R O

BOOK
THIS!

S R O

"RHAPSODY"

(TECHNICOLOR)

From M-G-M comes the perfect holiday attraction, a great de luxe entertainment. The screen hasn't witnessed a love drama of such power in years. With its magnificent music and authentic continental backgrounds, "RHAPSODY" has star and production values to make it The Headline Easter Show!

(Another Big Hit in M-G-M's Parade of 30th Anniversary Attractions. Join the Thousands of Showmen in the Industry's Joyful Jubilee!)

— ★ —

M-G-M's MAGNIFICENT DRAMA OF MUSIC AND ROMANCE!

"RHAPSODY"

In Color by **TECHNICOLOR**

Starring

ELIZABETH TAYLOR
VITTORIO JOHN LOUIS
GASSMAN • ERICSON • CALHERN

Screen Play by **FAY AND MICHAEL KANIN**

Adaptation by **RUTH AND AUGUSTUS GOETZ**

Based on the Novel "Maurice Guest" by Henry Handel Richardson • Music Conducted by Johnny Green
Piano Solos Played by Claudio Arrau • Violin Solos Played by Michael Rabin

Directed by **CHARLES VIDOR** • Produced by **LAWRENCE WEINGARTEN**

*"I must possess the man I love...
heart, body and soul!"*



**EXTRA
GREAT NEWS**

Terrific business nationwide
"The Long, Long Trailer"
(Lucille Ball, Desi Arnaz No. 1
at box-office as well as on TV).
Hold-overs, naturally!

My Darlin'

Lyrics By
RAY LEWIS

Music By

Would you take my arm my darlin',
For my heart is in your hand,
'Tis St. Patrick's Day, my darlin',
And the day is mighty grand,
There's a rose for you, my darlin',
To match your rosy face,
The shamrock you are wearing,
Gives you such a jaunty grace,
Let me hold your hand, my darlin',
And do not be surprised,
You know how much I love you,
You can see it in my eyes,
I have waited for your answer,
You have said, "St. Patrick's day,"
To-day's the day, my darlin',
Let's be married, come this May.

Chorus

There are little children waiting,
In the cradle of a star,
Your star and mine, my darlin',
I can hear them from afar,
I'll let you have first choice,
A red-head girl like you,
And then we'll have a boy
Just to show what we can do,
To keep him company,
Another boy we'll take,
When their birthdays come,
You will make a cake,
Pink icing all around it,
Not too long to bake;
With little candles burning,
A love-prayer in each flame,
For God to Bless our family,
And keep us in His name.



Toronto and District

By BILL PRESS

Marcus Loew's Theatres Limited, Toronto, has continued its regular dividend policy, having declared a \$1 dividend on the outstanding shares for the first quarter of 1954, payable March 31 to stockholders of March 10.

The company has CinemaScope in Loew's at Toronto and Loew's at London, while the Uptown has been equipped with a big screen and stereophonic sound.

Although the bill was playing day-and-date at five Toronto units of 20th Century Theatres, Manager Russ Simpson of the Downtown Theatre reported that "Public Enemy" and "Little Caesar" had broken house records on the first two days of the week's engagement there.

Clare Appel would have ground his teeth if he could have seen a recent issue of the Kingston daily newspaper in which, on the amusement page, was displayed a large bingo advertisement between the advertising of the Grand and Biltmore Theatres. The word "BINGO" was in the largest type on the page.

As public-relations chairman of the Motion Picture Industry Council of Canada, Appel has been campaigning for the segregation of moving picture theatre advertisements in newspapers, away from other "amusement" announcements and inappropriate news stories.

Manager Al Ford of the Palace Theatre, Hamilton, had a special stage attraction for two nights, Mar. 8-9, in an Opera Festival by the Royal Conservatory Opera Company which had a two-weeks' engagement at the Royal Alexandra, Toronto. Top price was \$3.50.

WARNER BROS. STAR VISITS MONTREAL

At the invitation of the Canadian Government, Karl Malden was the guest star of a two and one-half hour radio memorial to Eugene O'Neill on March 10th sponsored by the Government over the Canadian Broadcasting System. Brooks Atkinson, drama critic of the New York Times, was narrator.

Malden arrived in Montreal to begin rehearsals on March 4,

Of the five plays presented from among the works of the greatest American playwright, Malden appeared in three—"Desire Under the Elms" which he recently played in on Broadway; "Anna Christie," and one of O'Neill's one-act plays.

Malden, who recently completed a starring role with Marlon Brando in S. P. Eagle's "On the Waterfront," and who is under contract to Warner Bros., was released by his home studio to appear in the O'Neill tribute before returning to Hollywood for his next assignment.

The Casino Theatre was the scene Sunday night, Feb. 28, of the annual variety night for the Combined Youth Campaign of the United Jewish Appeal of Toronto.

CinemaScope has reached St. Thomas, Ont., in the installation of the big equipment in the Capital Theatre, a 1,086-seat unit of Famous Players managed by Les Preston. The new era there opened with the playing of "The Robe" which has introduced the special technique in many Canadian centres.

NOW!

YOU CAN AFFORD STEREOPHONIC SOUND!

Regardless of the size of your theatre we have a variety of economy packages to meet your needs — at an unbelievably low cost.

PERKINS, pioneers in theatre equipment distribution and service, have a complete line of new desirable items designed to increase your theatre attendance:

- WIDE ANGLE LENSES
- WIDE SCREENS
- PREFABRICATED SCREEN FRAMES
- CINEMASCOPE
- COMPLETE 3-D and DRIVE-IN EQUIPMENT

For full particulars phone any of our offices and a trained technician will call at your convenience.

PERKINS

ELECTRIC COMPANY LIMITED

Montreal Toronto
Moncton Vancouver
Buffalo, N.Y.

THE CANADIAN MOVING PICTURE DIGEST

Entered as Second Class Matter

RAY LEWIS
Editor-in-Chief

Address all mail to the Publisher
CANADIAN MOVING PICTURE DIGEST
COMPANY, LIMITED
21 Dundas Square - Toronto
Telephone: EMpire 8-8696
Cable: Raydigest

Established 1915. Publication weekly.
Subscription: \$5.00 yearly

— Correspondents —

BRUCE PEACOCK.....Regina, Sask.
JACK DROY.....Vancouver, B.C.
WILL McLAUGHLIN.....Ottawa, Ont.
BILL PRESS.....Toronto, Ont.
HELEN CROWLEY.....Saint John, N.B.

Maritime News

HELEN CROWLEY

When the doors of the 'Capitol' Theatre at Hartland, N.B. (B & L Circuit) closed following the second show on Saturday evening, March 6th, they did not re-open as usual on the following Monday night. For the time being, at least, there will be no more movies shown in Hartland. Last week Officers of the Hartland Board of Trade met with representatives of the B & L Theatres Ltd. and discussed the decision to end theatre operations in this town. The theatre chain was adamant in its decision to close the motion picture house early in March. The percentage of Hartland residents who attend shows locally or at all is considerably smaller than is the case in the average small town. For various reasons quite a number of local people never attend shows at all and the lack of patronage together with a very high tax rate has resulted in the closing of the theatre.

It has been suggested that the Board of Trade make an effort to keep the theatre in operation on Saturday evenings at least and the matter will be discussed at future Board of Trade meetings.

Deepest sympathy is being extended to Mr. Joshua Lieberman in the death of his brother, Mr. Jay Lieberman, Q.C. which occurred in Edmonton, Alberta. Mr. Lieberman was a native of Toronto and had resided in Edmonton for the past thirty years. He was Manager of the Rialto theatre in Edmonton and Supervisor of a number of other theatres in that city and district. The funeral was held from his residence in Edmonton and interment also took place in Edmonton.

The annual meeting of the Maritime Film Board of Trade took place this week in Saint John. The yearly election of officers was held and the same slate was re-elected: Mr. Graydon Matthews, President; Mr. I. J. Davis, Vice-President and Mr. L. J. Simon, Secretary.

**THE FUNNIEST
THING THAT EVER
HAPPENED
AT THE
MOVIES!**



*You'll scream
howl, rock
and roar...*

with
NORMAN WISDOM · MARGARET RUTHERFORD

**TROUBLE
IN STORE**
THE KING-SIZE ROAR OF '54!



MOIRA LISTER
DEREK BOND
LANA MORRIS
JERRY DESMONDE

FROM BEGINNING TO END...
WE'LL HAVE YOU SHAKING
FROM TOP TO BOTTOM!



**J. ARTHUR RANK FILM DISTRIBUTORS
(CANADA) LTD.**

Money Is No Object

(Continued from Page 1)

The \$50.00 will be paid to anyone, who submits the music for the words.

The Digest is to have the right to publish the song, and to give to the Canadian Picture Pioneers, and to Variety Tent 28, the proceeds from such sale, to be equally divided.

In the Ray Presents page, you will find the words for your music. Meanwhile, as an inspiration for your music, permit me to tell you what I have learned about St. Patrick, of whom it has been said, that "we can trace the footsteps of St. Patrick almost from his cradle to his grave by the names of places named after him."

Assuming the Scotch origin, he was born at Kil-Patrick, the cell of Patrick, in Dumbartonshire.

He resided for some time, at Dal-Patrick, the district of Patrick in Lanarkshire; and visited Cragphadrig, the rock of Patrick in Inverness.

St. Patrick founded two churches, Kirk-Patrick in Kirkcudbright and Kirk-Patrick in Dumfries.

When he sailed away from Port-Patrick, he left behind him such a reputation for goodness and sainthood, that the name Patrick became a favorite name, for naming the sons born in Scotland.

When he arrived in England, he preached at Patter-dale, Patrick's Valley, in Westmoreland, and founded the church of Kirk-Patrick in Durham.

On his visit to Wales, he walked over Sarn-badrig (Causeway of Patrick) which is reported to have formed a dangerous shoal in Carnarvon Bay.

En-route to the continent, he sailed from Llan-badrig, Church of Patrick in the Isle of Anglesea.

His mission was to convert the Irish, and he first landed at Innis-Patrick, Island of Patrick, and then at Holm-Patrick, on the opposite shore of the Mainland, in the country of Dublin.

Sailing Northwards, he reached the Isle of Man, called Innis-Patrick, where he founded another church of Kirk-Patrick, near the town of Peel.

Landing again on the coast of Ireland, in the County of Down, he converted and baptised Chieftan Dichu on his own threshing-floor.

He then journeyed to Temple-Patrick in Antrim, and from here to a lofty mountain in Mayo, since then named Croagh-Patrick.

In East Meath, he founded the Abbey of Domnach-padraig, House of Patrick, and built a church in Dublin on the spot where St. Patrick's Cathedral now stands.

There are so many places named after St. Patrick, although his personality has become legendary, nevertheless, it cannot become fictional.

Apropos of baptising the Chieftan Dichu on his threshing-floor, this event is perpetuated in the word Saul, which means Sabbal-Patrick, barn of Patrick.

In an Island of Lough Derg in Done-

gal, there is St. Patrick's purgatory, the latter which is described in the Italian romance, Guerino Meschino. Here gourmands are tempted with delicious banquets which elude their grasp, and at the same time they are plagued with colic.

There is St. Patrick's Cave, which is said to be a descent to purgatory, where the living may atone for their sins before death.

In Leinster, there is St. Patrick's Wood; at Cashel, St. Patrick's Rock. There are many St. Patrick wells, from which he is said to have drank. He died at Saul, March 17th, 493. I am indebted for this information to the Book of Days.

The real name of St. Patrick is said to have been Succat, first changed into Cothraige, then to Magonus, and afterwards on his ordination, to Patricius.

You are familiar with the St. Patrick and the serpent story, for according to tradition, St. Patrick cleaned Ireland of its vermin. One old serpent is said to have resisted him, but St. Patrick overcame him with cunning. He made a box and invited the serpent to enter it. The serpent argued that the box was too small, but St. Patrick argued, that it was large enough to be comfortable.

The serpent got into the box to prove that it was too small, whereupon, St. Patrick slammed the lid down and threw the box into the sea.

It is said, that the waves of the sea are made by the writhings of the serpent, and the roar of the sea is the voice of the serpent begging St. Patrick to release it.

In the yard of Downpatrick's Cathedral, visitors are shown a spot which is said to be the grave of St. Patrick, but there is no monument, because both the Protestants and the Catholics agreed to have a monument placed over the Saint's grave, but could not agree as to the wording of the inscription. Whatever was erected by day was pulled down at night, so finally the monument was abandoned.

The shamrock, it is said, was selected by St. Patrick, to prove to the Irish the doctrine of the Trinity, and became the symbol of Ireland.

Pliny, the elder, has said, that no serpent will touch this plant, the name which comes from the Irish and Gaelic, Seam-rog.

Now, you are "well fortified," to await St. Patrick's Day, with a knowledge of who this good Saint was, and when you wear your shamrock on St. Patrick's day, you will know, that no serpent will come near you, Come Hell and High Water, you can Beat The Devil, for The Best Years of Our Lives, head for The Long, Long Trailer and take The Command.

Things are happening in Toronto. The latest has to do with a group, who would spend \$140,000,000 in a redevelopment scheme to provide 6,500 apartments.

This international group is headed by Sir Robert Alpine of England.

Enroute to Toronto, is Sir Robert, who is the head of an international group of contractors, which firm recently opened a Canadian division.

The project will cover sixty-five acres in the area bounded by Bloor St. and Carlton St., the rapid transit and Jarvis St. Eight 16-story apartment blocks will be built providing 6,500 apartments.

As a secondary project, the syndicate is prepared to redevelop the Yonge St. frontage between Bloor and Carlton St.

In the syndicate is reported Swiss capital and Felix Warburg of New York.

There are a number of theatres in the areas indicated, also, Warner Bros. and Columbia Pictures buildings on Carlton St., The Odeon Carlton Theatre and Towne Cinema on Bloor St.

The city will be asked to proceed with the expropriation of the site. It is reported, that modern buildings, which conform with the architectural design of the plan, will not be demolished.

This is one of several development plans conceived for Toronto, but this plan is on the order of the Stuyvesant Town and Peter Cooper Village, on the lower East side of Manhattan.

A late report is that The Plan is somewhat premature. So was my birth, but I am here.

Before we know what has happened, Toronto will be a big city.

It is difficult to realize, that when I was born here, Toronto was just next door to being a grown-up city, and comedians could make Torontonians laugh, by referring to Hamilton, as The Ambitious City.

As I look back, I recall that in those early years, we had several theatres playing Road Shows, we had permanent stock companies, we had one or two burlesque houses, and we had vaudeville shows.

They appeared to make money. Of course, in those days, we did not talk about millions of dollars so readily and easily as we do today; and yet in those days, the foundation of great fortunes was laid.

These are exciting times, and to some of us, as we watch the Seven League Tread of Progress, we cannot but wonder at the miracle of growth, which we behold before our eyes.

Watching the growth of Canada, and closer to home, Toronto, reading of the expenditure of hundreds of millions of dollars, in planning enterprise, it appears, Money Is No Object; and yet what are these millions of dollars for such vast enterprises as compared to the millions of dollars invested in the production of pictures?

As an example, Samuel Goldwyn acquired the film rights to the Broadway Musical hit, Guys and Dolls, for \$1,000,000, plus 10 percent of the profits.

The \$1,000,000 is only the first important expenditure step in this project, which will involve several millions of dollars.

(Continued on Page 7)

'Compatibility' & 'Flexibility' — Key to Paramount's Thinking

Paramount Pictures last week introduced to the motion picture industry the new *Vistavision* process which presents the largest film image ever seen on any theatre screen anywhere.

Barney Balaban, president of Paramount Pictures Corporation, summarized the showings as follows: "This *Vistavision* process eliminates grain and fuzziness and provides an overwhelming picture with complete definition of focus and the finest quality picture it is possible to obtain.

"The key words in Paramount's thinking," continued Mr. Balaban, "are 'compatibility' and 'flexibility.'" The Paramount president stressed that the chief goal of the company has been to develop a plan of screen presentation applicable to small theatres, as well as large. Paramount has consistently refused to consider any plans or methods which would make it mandatory for exhibitors to invest large sums of money in new equipment.

"With regard to sound," Mr. Balaban

pointed out, "under Paramount's plan it is optional with the exhibitor as to whether he installs auxiliary sound equipment or not. If auxiliary sound equipment is to be used, it is Paramount's finding that dimensional sound is simpler and less costly in every respect than Stereophonic Sound and the results are approximately the same. Dimensional sound is from a single sound track on the positive print. This track will be available on Paramount pictures. This

track will play on one horn, two horns, or three or more horns.

"With regard to anamorphic or squeezed pictures, for those exhibitors who desire the presentation of a motion picture in this form, we suggest they purchase expander prismatic lenses, such as the Tushinsky lens. We are advised that the Tushinsky lens will be available in substantial quantities in the immediate future."

At the conclusion of the *Vistavision* presentation and the question-and-answer session, it was announced by the Paramount executives present that further demonstrations of *Vistavision*, similar to those conducted at Paramount Studios, would be held in the near future in other key locations throughout the country.



MONTREAL COMMUNION BREAKFAST: The above Photo taken at the Second Annual Communion Breakfast in Montreal, shows the Head Table (listed below) and part of the 300 guests.

Montreal Holds Communion Breakfast

Members of the Motion Picture, Radio, TV, and all branches of the Entertainment Industry of Montreal, held their second annual Communion-Breakfast on Sunday, February 28. Three hundred members attended the Mass at St. Patrick's Church by the Most Reverend Lawrence P. Whelan, D.D., Auxiliary Bishop of Montreal.

The Breakfast served at the Queen's Hotel exceeded 300, and the head table was presided over by H. E. Monsignor Lawrence P. Whelan, D.D., surrounded by Rev. Father Paul-Dollard Morin, S.J., Mr. Frank P. Hanley, M.L.A., delegated by H.H. the Mayor Camilien Houde, Mr. Winston Barron, well known as "The Voice of Paramount", Mr. Arthur Dupont, president of CJAD, Colonel Rene Landry, Provincial Director of the CBC for the Province of Quebec, Mr. Phil Lalonde, general director of CKAC radio station, Mr. Jack Chisholm of Associated Screen News, and Bill Feron, Frank Coleman, Tom Cleary, Gratton Kiley.

Mr. Thomas Cleary, President of the

Committee responsible for this organization, welcomed each member present and stressed the moral support given by H. E. Monsignor Whelan in order to promote the popularity of this gathering in 1953 into a tradition which will repeat itself each year in the future.

The speakers, Rev. Father Paul-Dollard Morin, Mr. Frank Hanley, Mr. Winston Barron, emphasized the advantages of participating to the Annual Communion-Breakfast.

With Professor Herman David at the piano, Mr. Jack Shilton gave an artistic note to this meeting with two vocal selections that received much applause.

CONN. DRIVE-INS OPEN SEASON NOW

It looks like an early start for the Drive-Ins. Turnpike Theatre Corp., of Hartford are opening their Pike Drive-In on a present week-end policy, the middle of March. Opening bill *U-A's*, *Sabre Jet* and *Gun Belt*.

Money Is No Object

(Continued from Page 6)

How many millions of dollars Spyros Skouras and 20th Century-Fox invested in CinemaScope and Stereophonic Sound, the CinemaScope pictures, I cannot even guess, but sufficient to match a colossal development project.

Walt Disney is reported to have \$22,000,000 in product, Universal-International \$30,000,000. Each company's investments present a parade of millions, truly, Money Is No Object, when it pays to pay.

TUSHINSKY PROCESS NAMED SUPERSCOPE

SuperScope was announced last week as the trade name for a film processing system whereby standard shaped movies can be converted for exhibition on the new style *CinemaScope* screen.

Irving and Joseph Tushinsky are the inventors of the optical printing process that permits positive anamorphic (the *CinemaScope* photographic principle) film prints to be made from most regular negatives.

Variable anamorphic projection lenses are the only attachments theatre owners need purchase, according to the *Tushinskys*, to show pictures in aspect ratios ranging from 2.66 feet in width to 1 foot in height, to two to one and 1.75 to 1. The *CinemaScope* standard set by *Twentieth Century-Fox* is 2.55 to 1.

The principal claims for *SuperScope* are:

- It enables old pictures to acquire the new look.
- Permits exhibitors to determine the size of the picture in relation to the size of his theatre.
- Requires "no functional changes in production equipment."
- Permits converting of present anamorphic pictures from the 2.66 to 1 aspect ratio to lower conventional aspects such as two to one and 1.75 to 1.

The new lenses are in production and are expected to be available in quantity by May. The "presently contemplated" sale price was listed at \$350 for each.



Irwin Allen, after resigning from RKO, returns to New York, announcing formation of own producing company, Windsor Productions with E. L. Scanlon, former treasurer Cinema, as general consultant. Mr. Allen is a producer-writer.

J. Arthur Rank's London, Marble Arch Odeon, seating 2,082, has been leased to 20th Century-Fox; the latter company has, also, leased Paramount's, Carlton Theatre.

Samuel Goldwyn in a copyrighted interview, recently, in U.S. News and World Report, states that the Industry's best years are to come. "A growing relationship between motion pictures and television."

Kiss Me Kate, in 3-D, had its premiere at the Empire, London, sponsored by Variety Club, and proved a gala celebration for MGM's 30th Jubilee Anniversary, with H.R.H. Princess Margaret present. Producer Jack Cummings and Mrs. Cummings arrived in London for the Charity Show and were presented to Princess Margaret.

Late Czar of the Movies Will H. Hays Dies At the Age of Seventy-Four

A great friend and a most colorful past associate of motion pictures, *Will H. Hays*, died March 8th, in Sullivan, Indiana. About 1922, on March 2nd, *Will H. Hays* signed his first contract with the Motion Picture Industry. It was at a time, when a united front among producer-distributors was most important, and the cooperation of a united exhibition field was equally desirable.

The government of the U.S. was being urged to exercise a government control. There were very poor public relations, not entirely the fault of unfair attacks, but partly due to a lack of harmony, a union of strength within the Industry, and a disposition on the part of some wild-cat producers to produce and distribute anything they could get away with, as long as they got their money fast, and irrespective of appeals for nation-wide Censor Boards in the United States, and Bills which were before the House for government regulation of motion pictures.

The foreign situation, with eyes on the American stage, was getting into a state of uncertain markets, and on Dec. 8th, 1921, *Lewis J. Selznick* and *Saul Rogers* had an interview with the Post Master General, *William Harrison Hays*, the man who had said "what this country needs is more business in government, and less government in business."

The interview took place at the Ward-

man Park Hotel, Washington, and *Mr. Hays* was asked to become the leader of the Industry, at a salary of \$100,000 a year, beginning with a date a week earlier than the interview, as of Dec. 2nd, 1921.

On January 14, 1922, *Mr. Hays* accepted the offer. Present at the signing of the contract were: *Earl W. Hammons*, *J. D. Williams*, *Adolph Zukor*, *Marcus Loew*, *Carl Laemmle*, *Myron Selznick*, *Winfield Sheehan*, *Courtland Smith*, *William Fox*, *Samuel Goldwyn*, *William E. Atkinson*, *Robert H. Cochrane*.

William Hays was not unknown to the leaders of the Industry, many whom he had met during his campaign for the Presidency of his leader, *Mr. Harding*, and he had always shown a fair and friendly attitude towards the motion picture industry. *Mr. Hays* knew the entire alphabet of politics, and had a kindly and shrewd understanding of the value of human relations.

"I had many interviews with *Mr. Hays*," states the editor of *The Digest*, "he was short, thin, wiry, and full of volcanic energy. He was exceedingly brilliant and had a most acquisitive and retentive mind. He was a fast and volatile talker, and if you got in a word or two, now and then, it was because his mind was on the next question, he was preparing for you. He did a fine job for the Industry, and it was during his leadership, that the Code Seal was drawn up by *Martin Quigley*."

Mr. Hays remained leader, or Czar as he was named, for about twenty-one years, remaining for some years thereafter as Adviser.

He was a powerful force for good, and our Industry owes him an immeasurable debt of gratitude, for he helped substantially to steer it through the chaotic post-war years of World War I, through the shoals of a Jazz Age, and past the Rocky Formations of Iceberg Reformers, who heaped all the vices of mankind upon the motion picture industry, with this objective, its destruction.

Will H. Hays Jr., is the son of his first marriage to *Helen Louise Thomas* in 1902. *Will H. Hays* was a graduate from *Wabash College*, at *Crawfordsville*, Indiana, and was admitted to the bar. *Will H. Hays Jr.*, is a professor at *Wabash College*.

CAPITAL STORY

By BILL McLAUGHLIN

National Film Board talents scouts are presently on the hunt for a woman with unusual qualifications. She has to be a charwoman with a hidden talent for character acting. When she is discovered, auditioned and selected for the part, she will be starred in a NFB short about the work of the small army of women who clean up Parliament Build-

ings while the rest of the Capital City sleeps. One NFB crew has just completed a short subject called *The Stationmaster* at Finch, Ont., about 33 miles southeast of Ottawa. Star of the production is Dalton Henry, joint agent of the CNR and NYC at Finch, who has never acted before.



Use This Information As Your Guide on Release Dates

TORONTO

IMPERIAL

The Command (WB) CinemaScope and Warner-Color with Guy Madison.

SHEA'S

Second week. The Eddie Cantor Story (WB) Technicolor with Keefe Braselle.

UNIVERSITY & EGLINTON

Second week. The Best Years of Our Lives (RKO) with Fredric March.

NORTOWN

Money From Home (Para.) Technicolor with Dean Martin and Jerry Lewis.

ODEON-CARLTON

Beat The Devil (UA) with Humphrey Bogart.

HYLAND & CHRISTIE

Second week. Personal Affair (JARO) with Gene Tierney.

UPTOWN

Second week. The Glenn Miller Story (E-U) Technicolor with James Stewart.

LOEW'S

Third week. The Long, Long Trailer (MGM) Color with Lucille Ball.

DOWNTOWN

Crime Wave (WB) with Gene Nelson.

INTERNATIONAL CINEMA

Hobson's Choice (IFD) with Charles Laughton.

MONTREAL

PALACE

Third week. Knights of the Round Table (MGM) CinemaScope and Color with Robert Taylor.

LOEW'S

Give A Girl A Break (MGM) Technicolor with Marae and Gower Champion.

PRINCESS

Alaska Seas (Para.) with Robert Ryan and Jan Sterling.

CAPITOL

Torch Song (MGM) Technicolor with Joan Crawford.

STRAND

The Big Heat (Col.) with Glenn Ford.

ORPHEUM

Second week. Moulin Rouge (UA) Technicolor with Jose Ferrer.

AVENUE

Third week. Hobson's Choice (IFD) with Charles Laughton.

KENT

Second week. Julius Caesar (MGM) with an all star cast.

ALOUETTE

Second week. La Dame aux Camelias.

WINNIPEG

CAPITOL

Kiss Me Kate (MGM) Color with Kathryn Grayson.

MET

Second week. Money From Home (Para.) Technicolor with Dean Martin and Jerry Lewis.

GAIETY

The Big Heat (Col.) with Glenn Ford.

GARRICK

The Man From Alamo (E-U) Technicolor with Glenn Ford.

ODEON

The Glenn Miller Story (E-U) Technicolor with James Stewart.

VALOUR

The Red Shoes (JARO) Technicolor.

LYCEUM

The Moonlighter (WB) with Barbara Stanwyck.

VANCOUVER

CAPITOL

Forever Female (Para.) with William Holden.

ORPHEUM

Paratrooper (Col.) Technicolor with Alan Ladd.

STRAND

The Man Between (IFD) with James Mason.

VOGUE

Second week. The Glenn Miller Story (E-U) Technicolor with James Stewart.

PLAZA

99 River Street (UA) and The Neanderthal Man (UA).

PARADISE

Go Man Go (UA) and Fort Algiers (UA).

STUDIO

Julius Caesar (MGM) with an all star cast.

CALGARY

CAPITOL

Here Come The Girls (Para.) Technicolor with Bob Hope.

PALACE

Money From Home (Para.) Technicolor with Dean Martin and Jerry Lewis.

GRAND

Forbidden (E-U) with Tony Curtis.

UPTOWN

The Glenn Miller Story (E-U) Technicolor with James Stewart.

PLAZA

Fourth week. Genevieve (JARO) Technicolor.

TIVOLI CINEMA

Second week. The Conquest of Everest (JARO) Technicolor.

SAINT JOHN

PARAMOUNT

Beneath The 12-Mile Reef (20th-Fox) CinemaScope and Technicolor with Terry Moore.

CAPITOL

Martin Luther (IFD).

KENT

The Stranger Wore A Gun (Col.) Technicolor and 3-D with Randolph Scott.

STRAND

Second week. The Glenn Miller Story (E-U) Technicolor with James Stewart.

Now that the Glebe Theatre has been taken over by National Theatre Services and will re-open shortly with a policy of "arty" films, the Foto-Nites have been transferred to the Century, another of NTS's theatres in the West End. District supervisor Fred Leavens expects to have his first presentations under the new Glebe Cinema policy lined up within the next week.

Four hold-overs created something of a record during the week just concluded. These included *How to Marry a Millionaire*, in CinemaScope at the Capitol; *It Should Happen to You*, at the Elgin; *The Glenn Miller Story*, at the Odeon, and *The Holly and The Ivy*, at the Little Elgin.

The Rideau, 20th Century operated theatre on Lowertown's busy Rideau Street, is the latest in this city to be equipped with the new curved, wide-angle screen. James Cagney in *Public Enemy* and Edward G. Robinson in *Little Caesar* were brought back to introduce panoramic presentations to Rideau Theatre patrons.

JARO LAUNCHES AD CAMPAIGN

Mr. Frank Fisher, General Manager of the J. Arthur Rank Film Distributors (Canada) Limited, announced that the Rank Organization will inaugurate a national advertising campaign, commencing March 27th in *Weekend Magazine*, followed by 87 insertions over a period of one year in *Weekend*, *The Star Weekly*, *Liberty* and *Maclean's Magazine*. This will be the first time in the history of the Canadian motion picture industry that a Canadian film distributor has planned a twelve-month advertising campaign in the consumer magazine market.

The following J. Arthur Rank productions will be included in the first six months' advertising schedule:

"The Kidnappers", "The Love Lottery" (Color by Technicolor), "The Maggie", "Man With a Million" (Color by Technicolor), "You Know What Sailors Are" (Color by Technicolor), "The Rainbow Jacket" (Color by Technicolor), "Doctor in the House" (Color by Technicolor), and "West of Zanzibar" (Color by Technicolor).

The placing of their advertisements in these four magazines will give the J. Arthur Rank Organization a weekly readership of considerably more than the circulation figure of 2,900,000 from coast to coast.

Gordon Wallace of Spitzer & Mills Advertising Agency is account executive, and the advertising and publicity is handled by Tommy Knight for the motion picture company.

WINNIPEG FILM BOARD

The officers of the Winnipeg Film Board for 1954 are, President—Mr. P. Geller, V. Pres.—Mr. S. Pearlman, Secretary—Mr. F. Davis, Fire Marshall—Mr. L. Norris, Ass't Fire M.—Mr. B. Meyers.

PHIL
SILVERS

SEE IT!
EXACTLY AS IT
WAS SHOWN ON
THE N.Y. STAGE
FOR \$770

PHIL LIVERS

SEE IT
EXACTLY AS
WAS SHOWN
THE N.Y. ST.
FOR \$7.00

Top
Banana

LAFS *



COLOR
COLOR CORP. OF AMERICA

LOUD, FAST FUNNY!

**"PREVIEW
AUDIENCES
ACROSS CANADA
HOWLED
CONTINUOUSLY
WITH LAUGHTER."**

**"ONE OF THE
FUNNIEST AND
MOST ENJOYABLE
PICTURES I HAVE
EVER LAUGHED
THROUGH."**

—**Preview Audiences**

**"WONDERFUL
ENTERTAINMENT
FOR THE ENTIRE
FAMILY."**



QUALITY PICTURES
UA
IN QUANTITY

"Audience laughed its collective head off!" —HOLLYWOOD REPORTER "There's every indication of money in this one, and plenty of it!"—FILM DAILY "Happy outlook! Word-of-mouth ought to be helpful and final tally very pleasant!"—VARIETY